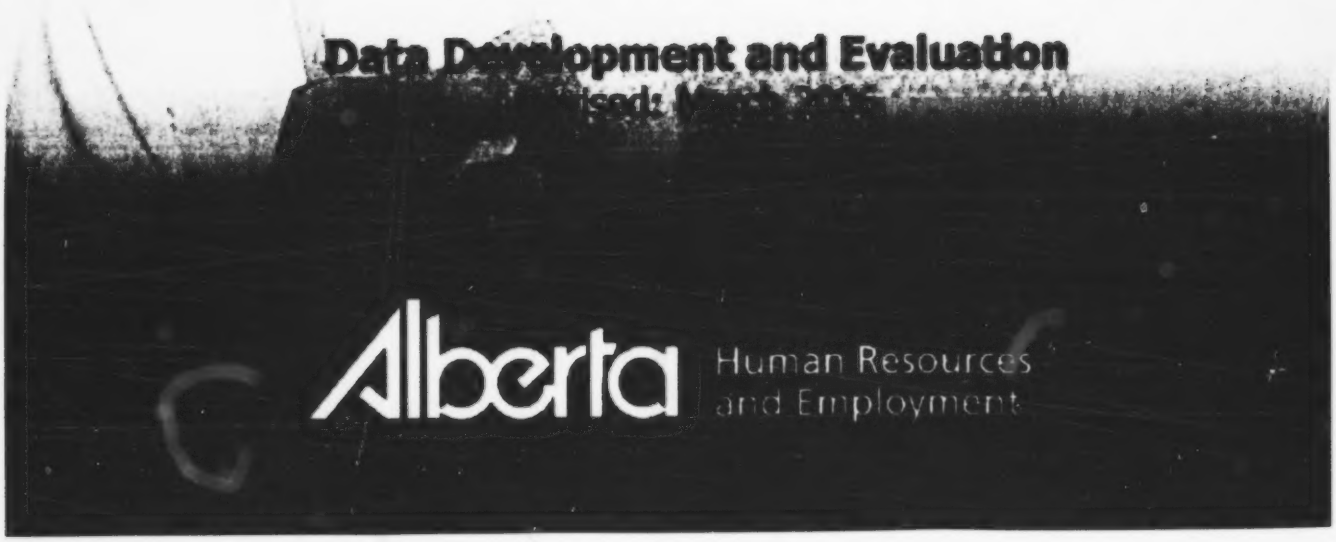
Industry Profiles

Retail Trade Industry



Data Development and Evaluation

Revised: March 2005

Alberta Human Resources and Employment

Overview:

The Retail Trade industry[1] in Alberta includes two types of retailers:

- Stores that attract walk-in customers for products and related services.
- Non-store retailers who reach customers and market merchandise via other methods (e.g. infomercials, direct-response advertising, traditional and electronic catalogues, in-home demonstrations and vending machines).

Section A: Business Environment
1. Employment and Unemployment Numbers and Rates
2. Industry Growth
3. Company Size
Section B: Human Resources Profile
1. Occupational Information
2. Demographics: Age and Gender
3. Wages
Section C: Additional Information
1. Links to Industry Associations
2. Links to Government Library Database

[1] Based on Statistics Canada Labour Force Historical Survey data and projections for the North American Industry Classification System (NAICS) major groups 44 and 45.

Section A: Business Environment

1. Employment and Unemployment Numbers and Rates:

All numbers are based on annual averages in 2005

- Employed Albertans = 1,784,400 people
- Albertans employed in Retail Trade = 211,900 people
- This industry employs 11.9% of all employed Albertans
- Unemployed Albertans = 73,100 people
- Albertans unemployed in Retail Trade = 7,900 people
- Alberta's unemployment rate = 3.9%
- Retail Trade unemployment rate = 3.6%

For more information on employment numbers or for a historical comparison, go to the Labour Force Survey or Statistics Canada websites.

2. Industry Growth:

- The Retail Trade industry is expected to grow on average 1.3% annually from 2005 to 2010.
- Employment is expected to increase to 226,297 by 2010.
- This industry will provide 7.8% of new jobs in Alberta between 2005 and 2010.

Adapted from the Alberta Modified COPS Outlook (2005-2010).

Industry Productivity

- Contributed $19.53 Real Gross Domestic Product (GDP) per hour worked in 2004 or $33,059 Real GDP per worker.
- In comparison, Alberta's Real GDP was $39.60 per hour worked or $73,549 Real GDP per worker.

For more information see the Labour Productivity in Alberta report online.

Outlook

Alberta has experienced recent growth in the Retail Trade industry. According to Statistics Canada, retail sales climbed 10.3% in 2004 and 12.2% in 2005. Sales growth is forecasted to be at least 13% in 2006. This growth can partly be explained by the trend of Alberta consumers purchasing big-ticket items such as automobiles, appliances, electronics and furniture. These major purchases are supported by Alberta's strong income growth and consumers' confident outlook in the employment market.

The Alberta Regional Occupational Forecast indicates the Retail Sales Person and Sales Clerk occupation is expected to create almost 10,000 new jobs from 2005 to 2010, which is more than any other National Occupational Classification (NOC) occupation. Alberta's Occupational Demand and Supply Outlook forecasts a supply shortage for cashiers by 2008.

There are challenges that accompany this strong growth in the Retail Trade industry. Worker shortages are worsening, especially in northern areas where retail sales are increasing as a spin-off from oil and gas. Higher wages in the Construction, Mining, and Oil and Gas Extraction industries lure labour away from the Retail industry.

3. Company Size

Establishment Size	Alberta Businesses		Trade*	
Less than 20 employees	505,700	35.0%	100,800	40.7%
20 to 99 employees	501,600	34.7%	95,700	38.7%
100 to 500 employees	278,200	19.2%	43,900	17.7%
Over 500 employees	161,200	11.1%	7,000	2.8%

Data Source: Labour Force Survey Historical Review 2005 Statistics Canada

* Both Wholesale and Retail Trade are included

Section B: Human Resources Profile

1. Occupational Information:

Some examples of occupations that can be found in the Retail Trade industry include:

- Cashier
- Direct Distributor
- Optician
- Pharmacist
- Retail Store Manager

For a complete listing of all occupations related to this industry as well as detailed information on educational and skill requirements, visit the Alberta Occupational Profiles website.

2. Demographics: Age and Gender

Gender in the Retail Trade industry:

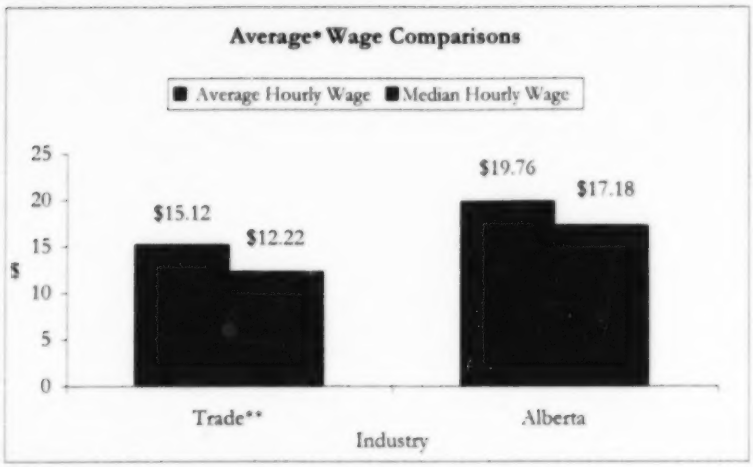
- Women employed: 116,600 people (55.0%)
- Men employed: 95,200 people (44.9%)

In comparison, women comprise 45% of the total employed in Alberta and men make up 55% of the employed.

Age Characteristics	Alberta Employees		Retail Trade Industry Employment	
	Number	**%**	**Number**	**%**
15- 24 years	311,800	17.5%	72,500	34.2%
25-54 years	1,236,400	69.3%	116,200	54.8%
55 years and over	236,200	13.2%	23,200	10.9%

Data Source: Labour Force Survey Historical Review 2005, Statistics Canada

3. Wages:



Data Source: Labour Force Historical Review 2005, Statistics Canada
*Average represents the arithmetic mean
**Trade includes both Wholesale and Retail Trade

Wage and Salary Information for Selected Occupations

Occupation	Average Hourly Wage			Overall Average Salary
	Starting	After 3 years	Top	
Pharmacists	**$ 38.12**	**$ 37.88**	**$ 40.54**	**$ 75,830**
Retail Trade Supervisors	**$ 12.39**	**$ 15.00**	**$ 17.28**	**$ 28,927**
Cashiers	**$ 7.49**	**$ 8.98**	**$ 11.73**	**$ 14,238**

Data Source: 2005 Wage and Salary Survey
*Average represents the arithmetic mean

For more information on wages, job descriptions, duties, required skills and educational requirements for specific occupations in the Retail Trade industry refer to the Wage and Salary Survey online.

Section C: Additional Information

1. Links to Selected Industry Associations:

- Retail Council of Canada
- Motor Dealers Association of Alberta
- Pharmacists Association of Alberta

2. Link to Government Library Database:

http://acscinfolink.gov.ab.ca/libraries/workplace/